



WASTE TIRE AMNESTY PROGRAM

City of Fresno

Events Statistics

- First event was held on April 30, 2005
- Total number of events: 16
- Average # of tires collected per participant: 6.2
- Average # of participating residents per event: 188.6
- Average of 1122.5 tires per event

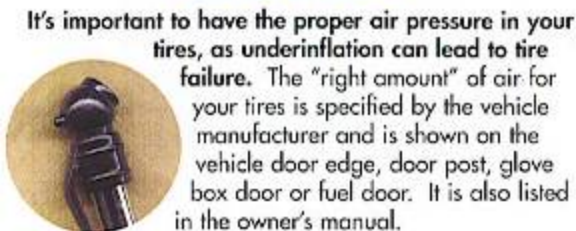
Event Locations

- Held at various locations throughout the City
 - Schools/parking lots
 - City parks
 - Airport parking lots
 - City parking facilities

List of Supplies

- Gloves
- Surveys
- Handouts
- Signs
- Cones
- Table
- Chairs
- Canopy
- Hand Sanitizer
- Clipboards
- Pens
- Promotional Items

PRESSURE



It's important to have the proper air pressure in your tires, as underinflation can lead to tire failure. The "right amount" of air for your tires is specified by the vehicle manufacturer and is shown on the vehicle door edge, door post, glove box door or fuel door. It is also listed in the owner's manual.

1. When you check the air pressure, make sure the tires are cool — meaning they are not hot from driving even a mile. (NOTE: If you have to drive a distance to get air, check and record the tire pressure first and add the appropriate air pressure when you get to the pump. It is normal for tires to heat up and the air pressure inside to go up as you drive. Never "bleed" or reduce air pressure when tires are hot.)

2. Remove the cap from the valve on one tire.

3. Firmly press a tire gauge onto the valve.

4. Add air to achieve recommended air pressure.

5. If you overfill the tire, release air by pushing on the metal stem in the center of the valve with a fingernail or the tip of a pen. Then recheck the pressure with your tire gauge.



6. Replace the valve cap.

7. Repeat with each tire, including the spare. (NOTE: Some spare tires require higher inflation pressure.)

8. Visually inspect the tires to make sure there are no nails or other objects embedded that could poke a hole in the tire and cause an air leak.

9. Check the sidewalls to make sure there are no gouges, cuts, bulges or other irregularities.

NOTE: Air pressure in a tire goes up (in warm weather) or down (in cold weather) 1–2 pounds for every 10 degrees of temperature change.

be tire smart

play your PART

PRESSURE • ALIGNMENT • ROTATION • TREAD



ALIGNMENT

Misalignment of wheels in the front or rear can cause uneven and rapid treadwear and should be corrected by a tire dealer. Front-wheel-drive vehicles, and those with independent rear suspension, require alignment of all four wheels. Have your alignment checked periodically as specified by the vehicle owner's manual or whenever you have an indication of trouble such as "pulling" or vibration.

Also have your tire balance checked periodically. An unbalanced tire and wheel assembly may result in irregular wear.

ROTATION

Sometimes irregular tire wear can be corrected by rotating your tires. Consult your vehicle owner's manual, the tire manufacturer or your tire dealer for the appropriate rotation pattern for your vehicle. NOTE: If your tires show uneven wear, ask your tire dealer to check for and correct any misalignment, imbalance or other mechanical problem involved before rotation.

Before rotating your tires, always refer to your vehicle owner's manual for rotation recommendations. If no rotation period is specified, tires should be rotated approximately every 6,000–8,000 miles.

TREAD



Tires must be replaced when the tread is worn down to 1/16 of an inch in order to prevent skidding and hydroplaning. An easy test: place a penny into a tread groove. If part of Lincoln's head is covered by the tread, you're driving with the proper amount of tread. If you can see all of his head, you should buy a new tire.



Built-in treadwear indicators, or "wear bars," which look like narrow strips of smooth rubber across the tread will appear on the tire when the tread is worn down to one-sixteenth of an inch. When you see these "wear bars," the tire is worn out and should be replaced.

Visually check your tires for signs of uneven wear. You may have irregular tread wear if there are high and low areas or unusually smooth areas. Consult your tire dealer as soon as possible.

OTHER IMPORTANT INFO...

Always buckle your seat belt.

Practice good driving habits, which will help keep your tires in good condition.

- Obey posted speed limits.
- Avoid fast starts, stops and turns.
- Avoid potholes and other objects on the road.
- Do not run over curbs or hit your tires against the curb when parking.
- Do not overload your vehicle. Check your vehicle's tire information in the owner's manual for the maximum recommended load for your vehicle.



If properly cared for, tires can last a long time — usually from 40,000 to 80,000 miles, depending on the application.

Proper tire care helps the environment.

Underinflated tires waste fuel. Properly inflated tires help promote better fuel economy. Additionally, regular care helps tires get the most potential wear so they don't need to be replaced as often.

Banners

- Banners were ordered from a local sign company
- Both the CIWMB and City of Fresno are identified on each banner
- Banners are prominently displayed during each Amnesty Day event



06/09/2007 8:31 am



06/09/2007 9:37 am

Labor Force

- **Code Enforcement uses approximately 3 staff members (one lead worker and two customer service staff) at each event**
- **There are an additional 5 tire loaders scheduled per event. Our loaders are a combination of the “tire crew” we use to remove tires under the Tire Clean-Up Grant and several individuals provided to us through one of our contractors.**





FRESNO
WASTE TIRE
AMNESTY DAY

Advertising

- Postcards
- Television (Spanish Channels)
- Radio
- Newspaper flyers
- Internet (posted on city website)
- Media coverage



10 9:58 AM



CITY OF FRESNO WASTE TIRE AMNESTY DAY PROGRAM



Programa de día de Amnistía para Lantas Desechables. Podrá deshacerse hasta de nueve llantas desechables gratuitamente. Para más información llame al 621-8510. Yog xaav paub ntau tshaaj nuav has txug ntawm City of Fresno yuav paab mej thauj tsis tshaaj ntawm 9 lub lug tsheb moog pov tseg mej hu xuvtooj tau rua: 621-8503.

Date:

Saturday, June 9, 2007

Place:

Sunnyside High School
1019 S. Peach

Time:

8 a.m. to 1 p.m. or until three trailers are filled.

Limits:

9 tires per vehicle. State Law prohibits the hauling of more than 9 tires at a time

Restrictions:

**FREE DISPOSAL OF UP TO 9 WASTE TIRES
CITY OF FRESNO RESIDENTS ONLY.**

No more than 9 tires per vehicle will be accepted. Fresno County residents outside the City of Fresno can call 262-4259 for tire disposal assistance. Tires brought in for disposal must be from a residence. Business generated tires will not be accepted. Tires with rims will be accepted.

Requirements: Must bring ID showing Fresno City residency. For example: Utility bill or Driver's License

More Waste Tire Amnesty Day Events will be held throughout the summer
Funded by the California Integrated Waste Management Board and The City of Fresno
Questions? Call the City of Fresno Code Enforcement Division at 621-8423

Cost of Advertising

- Average cost of newspaper flyers: \$620/10,000 flyers
- Radio: free (as a public service announcement)
- Television: free (as a public service announcement)
- Website: free to use the City of Fresno's site
- Postcards: \$2,000

Conclusion

This program has had a positive effect on the City of Fresno and has received much positive feedback from the citizens who have participated in the program.

For additional information about the City of Fresno please see our website at www.fresno.gov or to discuss the Tire Amnesty Program in the City of Fresno please contact Barbara Miller at (559)621-8423, or by email at Barbara.Miller@fresno.gov